

REMARKS

Claim 14 has been rejected under 35 U.S.C. § 112, first paragraph, as failing to comply with the written description requirement.

Compliance with the written description requirement is determined by asking whether the specification conveys to those skilled in the art that applicant was in possession of the invention now claimed. See MPEP 2163.02; See also *Vas-Cath, Inc. v. Mahurkar*, 935 F.2d 1555, 1563-64 (Fed. Cir. 1991) (holding drawings alone may provide adequate written description). The subject matter of the Claim need not be described literally (using the same terms) to satisfy the written description requirement, a skilled artisan must simply be able to understand applicant was in possession of the claimed invention. See MPEP 2163.02.

Applicant's Claim 14 recites a "display screen having a free end and said at least one integrated circuit chip being mounted on the free end of said display screen for serving as a weight to cause said display screen to hang substantially straight." The Examiner's attention is directed to Figures 3A, 3B, 5A and 5B and the specification at page 6, lines 11-24. Applicant describes a rolled up flexible screen with a pull for deploying the screen. One skilled in the art would understand that the pull is supplied to pull a free end of the display downwards. Applicant further describes an electronics box with weight causing the screen to hang straight. See specification, page 6, lines 16-18. One skilled in the art would further understand an integrated circuit chip contained in the electronics box provides weight that helps to cause the screen to hang straight.

As can be seen from the foregoing, one skilled in the art would understand from Applicant's specification that Applicant was in possession of the invention of Claim 14. Accordingly, Applicant respectfully submits that Claim 14 is adequately supported by the specification and drawings as filed and that the written description rejection should be withdrawn.

Claims 14-15, 17 and 19 have been rejected under 35 U.S.C. § 102(e) as being anticipated by Daniels (U.S. Published App. No. 2004/0041800). Claims 6-7, 9-10, 16 and 18 have been rejected under 35 U.S.C. § 103(a) as unpatentable over Daniels in view of Hack (U.S. Published App. No. 2003/0109286).

Daniels is directed toward a wireless display. See Title and Abstract. Daniels' display is to be used like a newspaper or magazine. See page 5, paragraph [0064] and Fig. 5. Daniels' displays are created through a multi-layer printing method. See page 5, para. [0066] and generally pages 5-8 and Figs. 6-13. The multi-layer printing method causes circuitry and other functions to be distributed throughout the display area. Daniels does not disclose or suggest attaching an integrated circuit to an end of a display such that the display hangs substantially straight. The Examiner states these features can be found at paragraphs [0068] and [0071]. See Office Action, page 4. Paragraph [0068], however, does not recite an attached integrated circuit assisting in causing a display to hang substantially straight. Paragraph [0068] only recites the presence of a flexible substrate, and its use as a foundation for other layers, or "stratum". The circuits will be built in layers on this flexible substrate, not attached to an end of it. Paragraph [0071] similarly does not disclose or suggest attaching an integrated circuit to a bottom portion of a display such that the display hangs substantially straight. Paragraph [0071] describes including signal receiving components 28 in an electronic circuit stratum 20.

Hack discloses a flexible display that can be rolled around a rod. See paragraph [0056] and Figs. 2-3. Hack depicts the display as unrolling horizontally from the rod (see Fig. 3).

Applicant respectfully submits that independent Claim 14 is patentable at least by calling for an integrated circuit chip mounted on a flexible display causing the display to hang substantially straight. Contrary to the assertion of the Examiner, the circuits and stratum of Daniels are distributed throughout the display area, as can be seen from FIG. 6, and not attached to one end of the display. Furthermore, the display is not designed to hang substantially straight. Because Daniels fails to disclose or suggest at least these features, Applicant respectfully submits that independent Claim 14 is patentable over Daniels, and requests the rejection be withdrawn.

Dependent Claims 15-19 and new dependent Claim 20 are also patentable over Daniels at least because they depend from and include all limitations of independent Claim 14.

For a proper obviousness rejection, the references in combination must disclose or suggest all the claimed features. See MPEP 2142. Independent Claim 6 is patentable at least by calling for a display station of the type set forth therein having an integrated circuit chip mounted on the display screen for acting as a weight at least partially causing the display screen to hang substantially straight from the housing. Neither Daniels nor Hack, alone or in combination,

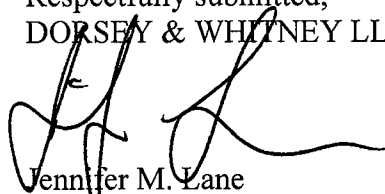
discloses or suggests a display station having these elements. Hack does not disclose an integrated circuit chip mounted on the display screen for acting as a weight, let alone anything mounted on the display screen for acting as a weight. In view of the foregoing, Applicant respectfully requests that the obviousness rejection of Claim 6 be withdrawn.

Claims 7, 9 and 10 and new Claims 21-22 depend from and include all limitations of Claim 6 and are allowable at least for the reasons described with regard to Claim 6.

New Claims 23-24 are allowable over the art of record at least because the art of record does not disclose "a display cylinder, the top portion of the flexible display being mounted inside the display cylinder, the bottom portion of the flexible display being movable from a deployed position in which the bottom portion hangs vertically downward out of the cylinder to a stored position in which the bottom portion is wound up into the cylinder" or "electronics attached to the bottom portion of the flexible display for controlling the display and providing wireless communication and for providing weight at least partially causing the display to hang substantially straight."

Applicant submits all Claims are now in condition for allowance. Favorable consideration and a timely Notice of Allowance are earnestly solicited. The Examiner is invited to call the undersigned representative if personal communication could expedite prosecution of this matter in any way.

Respectfully submitted,
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